



# Engaging your Board

Tips and tricks to get your board members involved in your Giving Day success

# Getting your Board on Board

- Organizations with an engaged board **raised 2-3 times more dollars** on their giving day than those without.
- The most engaged boards attended planning meetings, sponsored a matching fund, or were Peer-to-Peer fundraisers
- Invite your board members to help promote your day, update them on progress, and ask for help!

# Engaging Opportunities

- **Peer to Peer Fundraising:** Recruit your board members to create their own peer-to-peer fundraising pages tied to your Giving Day profile
- **Get Social:** Encourage all board members to swap out their cover photos for a Giving Day graphic from your Nonprofit Toolkit

# Engaging Opportunities

- **Network:** Encourage your board members to reach out to any prominent community members or business owners, to secure sponsors, create matching funds or other promotional opportunities.
- **Create a Match:** Encourage your board members to contribute financially through a sponsored matching donation

# Setting Expectations

As you develop your Giving Day campaign strategy:

- Determine where your board members can help the most
- Make it clear what role they'll play in your overall Giving Day strategy
- Create an even playing field for all your board members to actively participate and assist you in the process

# Your Board and Your Giving Day

## Before your Giving Day...

- Invite your board members to a Giving Day Kickoff
- Provide regular updates at your monthly board meetings
- Share any helpful resources with them (like the downloadable graphics!)
- Prepare them to be P2P fundraisers
- Continually emphasize the importance of their participation



# Your Board and Your Giving Day

## During Your Giving Day...

- Encourage your Board Members to share socially
- Send your board emails with specific calls to action
- Update them on any prizes or matches on the horizon
- Share your progress throughout the event
- Ask your board members to join you for an in person event



# Your Board and Your Giving Day

## After Your Giving Day...

- Thank your board members for their help and hard work
- Host a debrief to review what you've learned, and strategize for next year
- Ask your board to personally thank your Giving Day donors
- Celebrate your successes and a job well done!





# Key Takeaways

- Every nonprofit board is different, and so are the ways in which they can participate and help you reach your goals
- Educating your board about the importance of the Giving Day early on can make a big difference in your success
- Providing clear calls to action and steps for success can motivate your board members to actively participate
- Board involvement and buy-in is crucial to your success!



# Helpful Resources

- [GiveGab.com/Blog](#) - Best Practices and Creative Solutions for Nonprofits
  - [4 Ways to Instill A Culture of Philanthropy with your Board](#)
  - [Improving Nonprofit Board Involvement](#)
- [Nonprofit Toolkit](#) - Find communications timelines, social media templates and downloadable goodies to make donor outreach easy for your board!

# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have



questions or need a hand

